

Message Text

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PAGE 01 STATE 100925
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 XMB-04 /037 R

DRAFTED BY COM/BIC/CAGNE/MFSMITH:DJW

APPROVED BY EB/OCA/CD:REDAY

COM/BIC/CAGNE/JLILL

COM/BIC/CAGNE/PBHALE

COM/BIC/OIM/WLUNDY

STATE/NEA/IRN/RBEALES

STATE/NEA/DMORRISON (INFO)

-----041855Z 128199 /42

R 041440Z MAY 77

FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 100925

E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: FY 1977 C.C.P., 2ND QUARTER REVIEW

REF: (A) TEHRAN 3514; (B) TEHRAN 3476

1. WCAG MEETING TOOK PLACE IN COMMERCE APRIL 26 WITH COMATT WESTLEY IN ATTENDANCE. REPRESENTATIVES OF USIA AND EX-IM BANK (IN ADDITION TO STATE AND COMMERCE) ALSO ATTENDED. PARTICIPANTS APPRECIATED OPPORTUNITY TO HEAR FIRST-HAND REPORT WESTLEY ON STATUS OF USG COMMERCIAL EFFORT IN IRAN AS WELL AS HIS ANALYSIS OF REASONS BEHIND CURRENT SLOWDOWN IN U.S. SALES TO IRAN, REDUCED MARKET SHARE, AND PROSPECTS FOR THE FUTURE. COMPETITIVE PROBLEM RELATED TO FINANCING OF EXPORTS EMERGED FROM DISCUSSION AS PERHAPS MOST WORRISOME FACTOR IN VIEW OF MORE LIBERAL AND AGGRESSIVE POLICIES PURSUED BY EXPORT FINANCING AGENCIES OF SOME UNCLASSIFIED

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OF OUR CLOSEST COMPETITORS IN THE IRANIAN MARKET. OTHER PROBLEMS NOTED IN REF A WERE ALSO AIRED.

2. WCAG PLEASED TO NOTE THAT EMBASSY'S FIRST COMMERCIAL NEWSLETTER WILL APPEAR THIS SUMMER AND THAT ALL OTHER 2ND QUARTER CAMPAIGN ACTIONS AND NON-CAMPAIGN INITIATIVES COMPLETED. WE WOULD APPRECIATE RECEIVING EMBASSY'S REPORT

ON TECHNICAL SEMINAR ON AGRIBUSINESS (CAMPAIGN 2, ACTION

6). CAMPAIGNS 1 AND 3 CONTAIN 2ND QUARTER ACTIONS FOR DEVELOPMENT OF RECOMMENDATIONS FOR FUTURE PROMOTIONS IN BUILDING AND BUSINESS EQUIPMENT SECTORS, RESPECTIVELY. HOWEVER, WE ASSUME POST'S RECOMMENDATIONS WILL AWAIT USDOC'S OWN EVALUATIONS AND RECOMMENDATIONS DERIVING FROM RECENTLY COMPLETED SECTORAL SURVEY. IF THIS ASSUMPTION CORRECT, THESE ACTIONS SHOULD BE DEFERRED UNTIL FOURTH QUARTER.
VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Number: 1977STATE100925
Document Source: CORE
Document Unique ID: 00
Drafter: DJW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770156-0969
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770594/aaaaddgf.tel
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Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 TEHRAN 3514, 77 TEHRAN 3476
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2641539
Secure: OPEN
Status: NATIVE
Subject: FY 1977 C.C.P., 2ND QUARTER REVIEW
TAGS: BEXP, IR
To: TEHRAN
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/844b8c9a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009